

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Sev K. H. Keil et al.	Art Unit :	3688
Serial No. :	09/845,051	Examiner :	Daniel Lastra
Filed :	April 27, 2001	Conf. No. :	1476
Title :	SYSTEM TO PROVIDE CONSUMER PREFERENCE INFORMATION		

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF SEPTEMBER 8, 2009

Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 if this paper.

Remarks begin on page 26 of this response.